**BENEFITS OF EFFECTIVE COMMUNICATION IN THE WORKPLACE**

**Станишевская В.Д.,** специальность 1-26 03 01 «Управление информационными ресурсами»

Научный руководитель- Козлова Е.М., преподаватель

It is a well-known fact that effectiveness of business depends on co-workers’ economic skills, the amount of money you possess but it also depends on people, an effective communication with them, successful negotiations, making agreements on different topics not only connected with business topics.

 *Aim:* When starting own business everyone wants to be successful. The aim of this report is to draw attention to the importance of correct business communication in order to be always on the top.

*Actual purpose:* If a businessman wants his business to work effectively, he should know how it works in every branch. Money makes business and, moreover people make business, too. People are to make their employees understand what employers want them to do. In that case people are to realize the importance of communication which should be effective at any stage of business, does not matter if they hire people to work or holding business meetings or even being at negotiations.

*Effective communication* helps us better understand a person or situation and enables us to resolve differences, build trust and respect, and create environments where creative ideas, problem solving, affection, and caring can flourish. As simple as communication seems, much of what we try to communicate to others — and what others try to communicate to us — gets misunderstood, which can cause conflict and frustration in personal and professional relationships.

In the information age, we have to send, receive, and process huge numbers of messages every day. But effective communication is about more than just exchanging information; it is also about understanding the emotion behind the information. Effective communication can improve relationships not only at home, but at work and in social situations by deepening connections to others and improving teamwork, decision-making, and problem solving

While effective communication is a learned skill, it is more effective when it is spontaneous rather than formulaic. A speech that is read, for example, rarely has the same impact as a speech that is delivered (or appears to be delivered) spontaneously. Of course, it takes time and effort to develop these skills and become an effective communicator. The more effort and practice person puts in, the more instinctive and spontaneous his communication skills will become.

*Listening* is one of the most important aspects of effective communication. Successful listening means not just understanding the words or the information being communicated, but also understanding how the speaker feels about what they are communicating.

Tips for effective listening:

* **Focus fully on the speaker**
* **Avoid interrupting or trying to redirect the conversation to your concerns**
* **Show your interest in what’s being said**

Developing the ability to understand and use *nonverbal communication* can help to connect with others, express what person really means, navigate challenging situations, and build better relationships at home and work.

Tips for improving how to deliver nonverbal communication

* **Use nonverbal signals that match up with words**. Nonverbal communication should reinforce what is being said, not contradict it. If person says one thing, but his body language says something else, his listener will likely feel he is being dishonest. For example, nobody can say “yes” while shaking head no.
* **Adjust nonverbal signals according to the context.** The tone of voice, for example, should be different when person is addressing a child than when person is addressing a group of adults. Similarly, while negotiations it is important to take into account the emotional state and cultural background of the business partner.
* **During negotiations people should use body language to convey positive feelings** even when they are not actually experiencing these feelings. If person is nervous about a situation — a job interview, important presentation, or business meeting, for example — people can use positive body language to signal confidence, even though they are not feeling it.

Emotions play an important role in the way we communicate at home and work too. It is the way people feel, more than the way people think, that motivates they to communicate or to make decisions. If person is out of touch with his or her feelings, and does not understand how he or she feels, this person will have a hard time communications. This can result in frustration, misunderstandings, and conflict. Conflicts in business are exactly what businessmen want to avoid.

Therefore, it is important to adhere to certain *rules* *of communication in business*:

* **Communicate Professionally**Person’s professionalism can win contracts, and communication skills add to the complete package.
* **Schedule and Prepare Thoroughly**We are all busy these days, so scheduling meetings in advance ensures that businessman and his clients have an adequate amount of uninterrupted time to speak. Once meeting is scheduled, take time to prepare an agenda that outlines focus points and sets a structure.
* **Address Problems**If a client is unhappy, businessman should not ignore their complaints. He should ask them why they are unhappy and what he can do to fix the situation. The longer businessman wait to bring it up, the worse it will get.
* **Communicate Confidently**Be confident and use body language to support that confidence. Shake hands firmly, smile and make eye contact while communicating at live networking events.

*Emotional awareness* is a skill that, with patience and practice, can be learned at any time of life. Everyone can develop emotional awareness by learning how to get in touch with difficult emotions and manage uncomfortable feelings, including anger, sadness, fear, disgust, surprise, and joy. When person knows how to do this, he can remain in control of his emotions and behavior, even in very challenging situations, and communicate more clearly and effectively.

Communication is something we do reflexively like breathing. We talk to our spouses, kids and friends without giving much thought to how we are doing it.

It might seem easy, but communicating effectively actually takes quite a bit of finesse. Choosing the right words, listening with our minds instead of just our ears, and getting our message across are skills that we all need to work on.

## LITERATURE

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